RECEIVED
OCT 9 1972
J. L. THOMPSON'S OFFICE

Music Research

Philip Morris, Inc.

Starch Scores & Premium Position Charges

Cigarettes

There is very limited information in the Starch Adnorms (1969) on cigarette noting information by position in the magazine.

The limitations are as follows:

1.) Life was the only magazine that had Starch scores for four color spreads.
2.) Time and TV Guide were the only magazines reviewed for second covers.
3.) The 1969 data may not be up-to-date because of the increase in cigarette advertising in magazines in 1971-72.

General - All Advertisers

There is much more information available in Starch for scores on premium positions for all advertisers; particularly for 4/C spreads and third covers. TV Guide did not score as high in both groups as other publications did for back covers. The second cover positions also score higher than the third covers.

Conclusion

Basically cigarette and all advertiser Starch scores were comparable. We conclude that the premium paid for preferred positions in magazines is worth the extra expenditure with the exception of spreads. Spread general scores compare favorably with third covers but not as well as second and fourth cover scores.

10/5/72

2040682174

Source: https://www.industrydocuments.ucsf.edu/docs/zxfm0004